



PBH[®]

**PRODUCE FOR
BETTER HEALTH**

**HAVE A PLANT[®]
INFLUENCER TOOLKIT**
SUMMER 2023

Celebrating The Roots Of Our Food

**Innovative Ag: Future-Proofing
The Produce Industry**

Share The Have A Plant[®] Love:
Ideas & Inspiration

What's In Season In Summer?
Fruit & Veggie Highlights

Retail Roundup:
Leverage Trends To Make Seasonal
Produce Feel New Again

Dial Up The Delicious:
Savor The Flavor Of Summer

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Celebrating The Roots Of Our Food

Celebrate farmers and growers across the nation by learning about their passion for bringing fruits and vegetables from farm to table.



BY KATIE CALLIGARO
DIRECTOR, PBH MARKETING & COMMUNICATIONS
INTERNATIONAL FRESH PRODUCE ASSOCIATION

Greetings plant-passionate people!

It is my favorite time of year and not just because it is my birthday month in August, but as a summer baby, I have so many amazing memories that I associate with summertime food experiences. Most of which involve “having a plant!” Kicking off with Fourth of July celebrations (commonly known as an outdoor food-centric holiday, if we can all agree) and culminating with National Fruits & Veggies Month this September... there are so many ways to celebrate fruits and vegetables this season!

The quarterly theme, “Celebrating The Roots Of Our Food,” is special because we are dedicating this time to honor the passionate people who make it possible to deliver fruits and vegetables directly to our stores, our schools, our restaurants, and homes. It’s a time to showcase best practices in farming – and a variety of practices and processes – that go into growing, harvesting, delivering, sharing and serving fruits and vegetables from field to table. But it’s also a time to celebrate all of YOU!

Beyond just the farmers and the growers, there are people across the supply chain committed to helping people Have A Plant®, and who are making experiences delicious and enjoyable for consumers.

There are companies dedicated to using agricultural innovations to help reduce food waste – whether that’s enabling fresh foods to have a longer shelf life or making them taste sweeter, more desirable, getting them eaten quicker – and on repeat.

There are folks like us at PBH – and ALL of YOU! – who are communicating hacks and ways to reduce food waste at home, like how to “take care” of our fruits and vegetables after we buy them; how to store them so they don’t go bad and also how to EAT and enjoy them with flavors galore. This act in and of itself, is celebrating the roots of our food.

There is also an opportunity in this moment to celebrate what makes America great and that is honoring different cultures, traditions, and culturally inclusive global cuisines. As influencers communicating with consumers daily throughout your work, let’s show them ways we can honor and experience authentic varieties of ethnic foods and enjoy more fruits and vegetables too!

And lastly, let’s leverage this moment during National Fruits & Veggies Month to elevate fruit and vegetable consumption to a national priority. The time is now to close the consumption gap, and yes I’m stomping my foot when I say that! While farmers and growers work tirelessly to deliver some of the most healthfully beneficial foods on the planet, and we as communicators do our best every day to help people eat and enjoy more of them, people are still not doing it.

We hope you find inspiration in this quarterly toolkit that gets your wheels turning. Perhaps something different will click and you’ll come up with a unique promotion or contest that engages consumers directly; or it may shed light on a new menu item, recipe or approach to a meal or experience that we can make better just by adding one or more fruit or vegetable.

The time is now for us to collaborate, Have A Plant® and celebrate the roots of food, that are our beloved fruits and veggies.

Cheers,

Katie Calligaro
Director, PBH Marketing & Communications
International Fresh Produce Association

Celebrating The Roots Of Our Food

Innovative Ag: Future Proofing The Produce Industry



BY VONNIE ESTES
VP OF AGFOOD TECH INNOVATION
INTERNATIONAL FRESH PRODUCE ASSOCIATION

Ag has always been an innovative industry. We've always had to contend with external forces from weather to policy changing the way we grow, pack, transport, and serve food. We've also been committed to forecasting and anticipating those changes so we can future-proof our food supply and be ready to adapt to new challenges and to take advantage of new opportunities. Here are some of the areas of opportunity that I'm watching all the time:

Fresh Ideas

Our industry is constantly thinking of new ways to do food. Within the past year, we've seen companies come out with new products and packaging that change the way our consumers experience produce. For example, Jac. Vandenburg Inc. was recognized at IFPA's Global Show for their home-compostable grape bags, addressing consumer concerns about single use plastic. We are also seeing new product development addressing consumer trends around interest in snacking, convenience, and social sharing.

The Era Of Climate-Smart Agriculture Practices

Agriculture has always had to be climate aware, which uniquely positions our industry to take the lead in climate smart practices. There are a variety of practices that fall under this umbrella, including practices to increase yield or productivity; enhance resilience in response to pests, drought, disease, and more; as well as carbon smart practices. These areas are tightly connected, and successful solutions will incorporate them all. One of the keys to the success of climate-smart practices will also be how we educate consumers on the practices.

Some of the solutions coming to produce are truly changing the way we see food. In one example, IFPA Fresh Field Catalyst Accelerator participant, Sound Agriculture is looking to dramatically decrease the use of fertilizer by introducing a product that works with microbes already in the soil. The result would be to increase yield, nutritional value, and decrease the environmental impact on the soil and the environment.

Quotes For You To Use

"A lot of farmers have advanced science degrees and share the same goals about preserving the land for future generations. Being a shepherd to the land and the trees and the people who work on the farm is key to a flourishing industry."

- Adam McCarthy, Pacific Northwest Pear Grower

"Sustainability really is a buzz word that came out about 20 years ago. Before that, we just called it 'good farming practices.' And, what that really centers around is just taking care of your land and making sure that you're leaving what you're entrusted with in better shape tomorrow than it was today."

- Frank Muller, Farmer in Woodland California

"If you ignore sustainability today, will it be better or worse in five years? It's a journey. Know what the end goal is, and just start."

- Gary Hilberg, Local Bounty, Chief Sustainability Officer

One of the biggest areas of Climate-Smart Agriculture is Controlled Environment Agriculture or CEA. CEA looks to remove the unpredictability of forces like weather, by getting out of the fields entirely and growing closer to the end consumer reducing transport miles. Accelerator participant, Netled is just one solution in vertical farming. In their approach, not only can you control the environment around the plant, but they are also looking to significantly lower the impact on the environment as well.

Surprising Ways Innovation Is Changing How We See & Eat Food

When we say “ag innovation” many people think about robotics and automation, and that is definitely part of it. One more example from the Accelerator is Nexus Robotics who are looking to solve labor and sustainability issues by developing a robot that can move through fields and pluck weeds from the fields. This is an essential task, but with dire shortages of labor, it allows the industry to utilize people in other critical roles.

While we’re likely a ways off from seeing robots in all fields across the world, there are places where we can see great changes now.

While at the Consumer Electronics Show (CES), a hotspot for innovation, we saw a few very creative ways technology is changing the way we see food. One company, Blok, has come out with what they’re calling the “Peloton of the kitchen” with a smart cutting board. The board comes with a screen that can broadcast cooking classes and step by step recipes while cooking. Samsung is even coming out with an oven that can warn you if something is at risk of burning.

One innovation that is in the works and could completely fly under the radar is regarding PLU stickers. Those little stickers that you see on fruits and vegetables allow for consumers to purchase items in bulk without requiring bags, clamshells or other packaging. Currently, these stickers are not home-compostable. There are companies who have been granted federal funds to accelerate the innovation for a home compostable PLU sticker. It may seem simple, but it will continue to let consumers purchase just what they want (without needing to purchase prepackaged produce) while also addressing concerns of single use plastic.

Ultimately, a crucial aspect of these innovations is to enable consumers access to the industry’s efforts to ensure consistent delivery of abundant, tasty and healthy produce to their tables.

To learn more about ag innovations in technology, visit freshproduce.com/resources/technology.



Key Messages

Rooted in tradition, the work of many farmers and growers spans generations, often dating back hundreds of years.

From conserving water to the responsible use of pesticides and fertilizers, farmers unanimously stress that taking care of the land is their top priority.

Farming is a journey and labor of love that is driven by passion, dedication and social responsibility.

Farmers continually develop, test, and implement innovations that help make farming more environmentally and financially sustainable.

Farmers put their heart and soul into growing the most delicious fruits and vegetables possible, to bring produce from the field to your kitchen table.

Celebrate and honor the hard work of farmers and the amazing fruits and vegetables they grow by working to reduce food waste.

Research & Insights



Fifty-nine percent of Americans say it is important to them that the foods they purchase or consume are produced in ways that are committed to the fair and equitable treatment of workers.¹



Over half of Americans say it is very/somewhat important that the food they consume is made in an environmentally sustainable way.¹



There are more than 2 Million farms in the United States. The vast majority (98%) are family owned and operated.²



A “small” farm, by USDA standards, refers to an entity that sells less than \$350,000 worth of goods in a single year. Most farms in the U.S. are “small” by this standard.²

REFERENCES:

1. IFIC's 2021 Food & Health Survey
2. 2017 USDA Census of Agriculture

Happi[®]

Pear

The fruit for every smile[™]

Happi Pear[™] offers a new pear-eating experience with each cheery bite for life's simple, smile-filled moments!

Delightfully
Pure

Enjoy
Green or
Yellow!

Best Fresh
& Snack
Plates

Available
Mid-
September



Sweet, with a Bright & Zesty Bite!

Share The Have A Plant® Love: Ideas & Inspiration

As we get ready to enjoy the bounty of fresh produce this summer, we wanted to share our Editorial Calendar plans to help inspire content to share on your own channels. These themes were designed to help break through the clutter and serve as a guidepost to help create content that tells a compelling story.



JULY

Celebrating The Roots Of Our Food

Celebrate farmers and growers accross the nation by learning about their passion for bringing fruits and veggies from farm to table.

Additional Weekly Themes

What's In Season In Summer?

Your guide to which fruits and veggies are in season.

Crazy Condiments

Move over basic dips and dressings! Use summer's fresh herbs and greens to create bold and diverse flavors that make your fruits and veggies even more delicious.

Christmas In July

Share the gift that keeps on giving, the abundance of summer produce with a fun Christmas twist!

Promotion Ideas

Celebrate Farmers & Growers

Host a grocery store tour or create social media videos that highlight locally grown produce coupled with simple recipes or preparation hacks for consumers. Make it extra special by bringing a local farmer or grower into the store or on social for Q&A!

Get Crazy With Condiments

Move over basic dips & dressings! Share with consumers how to take produce up a notch with creative flavors. Drizzle aioli or yogurt sauce on grilled veggies, spread herbed compound butter on corn on the cob, blend fruit for an elevated BBQ sauce or dust Tajin on top of fruit salad – the combos are endless.

The Gift Of Produce

Share the gift that keeps on giving, the abundance of summer produce! Host a cooking class that's Christmas In July themed – showcase how consumers can enjoy all of the plentiful summer fruits and vegetables, all with a fun Christmas twist!

National Observances

National Baked Bean Month

National Berry Month

National Blueberry Month

National Culinary Arts Month

National Grilling Month

National Ice Cream Month

National Salad Week

National Picnic Month

National Pickle Month

National Watermelon Month



AUGUST

Simply Savor Summer

Simplicity is key when it comes to maintaining habits. Make the most of the summer’s harvest with these ideas for simple snacks, routines and solutions.

Additional Weekly Themes

Simple Routine

Back-to-school means back-to-busy! Put some happy in your hustle with these fun, quick and easy meal prep and snack ideas.

Simple Solutions

You’ll be ready to take back-to-busy season by the horns with these super simple plant-packed dinner ideas.

Simple Enjoyment

Isn’t summer the best? Soak up as much as you can before it ends with these tasty ideas for adding produce to your summertime faves.

Promotion Ideas

Simply Restock

As we say goodbye to summer, it’s the perfect time to reorganize and restock your kitchen and pantry. Share tips and tricks with consumers on how to organize the fridge, what pantry items to stock up on for the chilly months ahead and how to use up the last of their summer produce hauls.

Simple Solutions For Back To Busy

Host a cooking class that’s focused on kid-friendly produce hacks, simple lunch hacks or ways to enjoy fruits and veggies on the go. Run with the theme of simplicity!

Simply Savor & Enjoy

Are you team #summer or team #fall? It’s that time of year, but if you’re like us, you want to simply savor summer! Create a social media challenge with followers to engage with them in how they’re adding fruits and veggies to all of their favorite close-out summer parties, tailgates, etc! Think of the ways you can inspire consumers to add produce to beverages, appetizers or something sweet, that comes along with any celebration. There’s always room for plants at the party!

National Observances

“Eat a Peach” Day (Aug. 22)

Family Fun Month

Get Acquainted with Kiwifruit Month

Lemon Juice Day (Aug. 29)

National Catfish Month

National Panini Month

National Peach Month

National Potato Day (Aug. 19)

National Sandwich Month

National Watermelon Day (Aug. 3)

National Zucchini Day (Aug. 8)



SEPTEMBER

Cheers To National Fruits & Veggies Month!

It's National Fruits & Veggies Month and we are ready for a plant party! Celebrate the OG Plants — fruits and veggies — all month long.

Additional Weekly Themes

Every Time You EAT, Have A Plant®

Every time you pack lunch, shop, order, snack or brunch remember to Have A Plant® to elevate your taste buds and your mood!

Have A Plant® At Family Meals

Celebrate the health and happiness fruits and veggies bring to our lives and the connection enjoying them together brings to your family!

Joy Of Fresh

Let's celebrate all the wonderful feelings that come with enjoying the abundance of glorious fresh fruits and veggies that are in season this time of year.

Promotion Ideas

Cheers To A Better Breakfast

While it's National Fruits & Veggies Month, it's also Better Breakfast Month! Inspire consumers to Have A Plant® At Breakfast through simple social media posts that show how easy it can be to add fruits and veggies to the start of the day.

Embrace The Flavors Of The World

Host a cooking class that highlights multiple areas of the world and the abundant produce found in these countries. Share "Did You Know" style facts with consumers on the different types of produce and show how to prepare and enjoy these unique plants.

Share The Power Of Family Meals

Show social media followers how you enjoy a family meal. Peel back the curtain and show a behind-the-scenes look at your family meals, share conversation starters for consumers to use at their meals or share some plant-packed, family favorite recipes for inspiration.

National Observances

Better Breakfast Month

National Chicken Month

National Family Meals Month

National Fruits & Veggies Month

National Guacamole Day

National Honey Month

National Mushroom Month

National Papaya Month

National Potato Month



SEPTEMBER IS NATIONAL FRUITS & VEGGIES MONTH #NFVM2023 #haveaplant

September is National Fruits & Veggies Month (NFVM), a celebration of fruits and vegetables. Keep an eye out in early July for the NFVM toolkit to help you get the party started!



Sample Social Media Posts • #haveaplant

This social content is designed to help you easily share the fruit and veggie love — eating more plants is delicious and fun!

JULY

Celebrating The Roots Of Our Food

Instagram/Facebook: Did you know that 98% of farms and ranches in the U.S. are family-owned and operated? Farmers and growers are incredible stewards of the land and keep sound #agriculture practices top of mind. Show some ❤️ to those who cultivate and create the produce on our plate by purchasing #fruits + #veggies in all forms, whether fresh, frozen, canned, dried or 100% juice. bit.ly/347rleQ #haveaplant

Twitter: DYK: 98% of U.S. farms & ranches are family-owned & operated? Farmers = stewards of seeds, soil, #plants & the earth. Show ❤️ to those who cultivate & create the produce on our plate by buying #fruits + #veg in all forms - fresh, frozen, canned & more. bit.ly/347rleQ #haveaplant

Instagram/Facebook: The sun ☀️ is shining & we're on-the-go! Whether you're at the beach 🌴, jet-setting on wild adventures ✈️ or hiking your neighborhood trail, there's always time for a plant-packed #snackbreak! Embrace the bounty of seasonal #produce & #haveaplant wherever you are this #summer. bit.ly/3Yw954V

Twitter: The sun ☀️ is shining & we're on-the-go! Whether you're @ the beach 🌴, jet-setting ✈️ or hiking your local trail, there's always time for a plant-packed #snackbreak! Embrace the bounty of seasonal #produce & #haveaplant wherever you are this #summer. bit.ly/3Yw954V

AUGUST

Simply Savor Summer

Instagram/Facebook: Simplicity is key 🗝️ when it comes to maintaining #habits. As the #summer comes to a wrap, planning is an important part of keeping us on track for getting back to busy. Make the most of the summer's #harvest with ideas for simple snacks, routines & solutions while prioritizing enjoyment. bit.ly/2Gu6hz4 #haveaplant

Twitter: Simplicity is 🗝️ to maintaining #habits. As the #summer comes to a wrap, planning is an important part of keeping us on track. Make the most of summer's #harvest w/ ideas for simple snacks, routines & solutions while prioritizing enjoyment. bit.ly/2Gu6hz4 #haveaplant

Instagram/Facebook: As we head into back to busy season, keeping your routines simple will be a lifesaver! When packing #lunches, try bento boxes! They're the perfect vessel to bring balance & creativity to lunchtime. Some ideas to get you going – a pizza 🍕 box, kiddie charcuterie box or a taco 🌮 box! An easy, #kidapproved lunch! bit.ly/3JLghV4 #haveaplant

Twitter: Keep your routine simple. When packing #lunches, try bento boxes! The perfect vessel to bring balance & creativity to lunchtime! Some ideas to get you going – a pizza 🍕 box, kiddie charcuterie box or a taco 🌮 box! An easy, #kidapproved lunch! bit.ly/3JLghV4 #haveaplant

SEPTEMBER

Cheers To National Fruits & Veggies Month!

Instagram/Facebook: It's National Fruits & Veggies Month, and we are ready for a plant party! 🥗 Celebrate the OG #plants – #fruits & #veggies all month long. There are unlimited ways we can add #produce to our plates, so Every Time You EAT, Have A Plant®. How will YOU add in one more #plant today? #haveaplant #NFVM2023

Twitter: It's National Fruits & Veggies Month! 🥗 Celebrate the OG #plants – #fruits & #veggies all month long. There are unlimited ways we can add #produce to our plates, so Every Time You EAT, Have A Plant®. How will YOU add in one more #plant today? #haveaplant #NFVM2023

Instagram/Facebook/Twitter: #DYK People who eat meals with one another eat more #fruits & #veggies! Celebrate #FamilyMealsMonth & #NFVM2023 by making a produce-packed plate & sitting down with those you love to enjoy the time & taste, together ❤️ #haveaplant

Social Media Graphics — Click to download

Instagram & Facebook



Twitter



Click on the infographic to download and share. Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!

KNOW YOUR 'SHROOMS



White Button

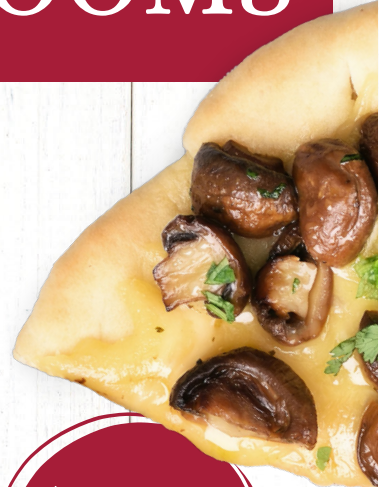
Flavor and Texture

Classic umami mushroom flavor with semi-firm texture when cooked

Culinary Use



Burger Grill Pickled Pizza Roast Sauté Stuffed



Crimini

Flavor and Texture

Deep savory flavor with a firm texture when cooked

Culinary Use



Burger Grill Pickled Pizza Roast Sauté Stuffed



Portabella

Flavor and Texture

Rich flavor and steak-like texture when cooked

Culinary Use



Burger Grill Pizza Roast Sauté Sear Stuffed



Shiitake

Flavor and Texture

Earthy, smoky flavor and a rich meaty-yet-buttery texture when cooked

Culinary Use



Burger Pickled Pizza Roast Sauté



What's In Season In Summer?

<u>Anaheim Chile</u>	<u>Durian</u>	<u>Peaches</u>	<u>Sapote</u>	<u>Tomatoes</u>
<u>Apricots</u>	<u>Edamame</u>	<u>Peas</u>	<u>Shallots</u>	<u>Watermelon</u>
<u>Armenian</u>	<u>Eggplant</u>	<u>Persian Melon</u>	<u>Strawberries</u>	<u>Winged Beans</u>
<u>Cucumber</u>	<u>Elderberries</u>	<u>Plums</u>	<u>Sugar Apple</u>	<u>Yukon Gold</u>
<u>Asian Pear</u>	<u>Endive</u>	<u>Radishes</u>	<u>Sugar Snap</u>	<u>Potatoes</u>
<u>Barbados</u>	<u>French Beans</u>	<u>Raspberries</u>	<u>Peas</u>	<u>Zucchini</u>
<u>Cherries</u>	<u>Figs</u>	<u>Rave Apples</u>	<u>Summer Squash</u>	
<u>Beets</u>	<u>Galia Melon</u>	<u>Sapodillas</u>	<u>Tomatillo</u>	
<u>Bell Peppers</u>	<u>Garlic</u>			
<u>Black Crowberries</u>	<u>Grape Tomatoes</u>			
<u>Black Currants</u>	<u>Grapefruit</u>			
<u>Blackberries</u>	<u>Grapes</u>			
<u>Blueberries</u>	<u>Green Beans</u>			
<u>Boysenberries</u>	<u>Hearts of Palm</u>			
<u>Breadfruit</u>	<u>Honeydew Melons</u>			
<u>Butter Lettuce</u>	<u>Jackfruit</u>			
<u>Cantaloupe</u>	<u>Jalapeno Peppers</u>			
<u>Casaba Melon</u>	<u>Key Limes</u>			
<u>Champagne</u>	<u>Lima Beans</u>			
<u>Grapes</u>	<u>Limes</u>			
<u>Chayote Squash</u>	<u>Loganberries</u>			
<u>Cherries</u>	<u>Longan</u>			
<u>Cherries, Sour</u>	<u>Loquat</u>			
<u>Chinese Long</u>	<u>Lychee</u>			
<u>Beans</u>	<u>Mulberries</u>			
<u>Corn</u>	<u>Nectarines</u>			
<u>Crenshaw Melon</u>	<u>Okra</u>			
<u>Crookneck</u>	<u>Ong Choy</u>			
<u>Squash</u>	<u>Spinach</u>			
<u>Cucumbers</u>	<u>Passion Fruit</u>			



Seasonal Highlights

Pears



Select

Some pears, like the Bartlett variety, change color as they ripen (Bartlett goes from green to yellow), but many other pears, including d'Anjou, do not. To determine ripeness, hold the pear in the palm of your hand. Then, gently apply pressure into the neck of the pear with your thumb. Once the skin of the pear gives to that pressure (even slightly), it is ripe and ready to eat.

Store

Like bananas and avocados, pears naturally release ethylene gas (a ripening hormone) as they ripen. Placing the pears in a brown paper bag keeps ethylene close to the fruit and speeds up ripening. Any bag would work, but paper is preferred over plastic as it allows the fruit to breathe. Ripened pears will store for 3-5 days in the fridge.

Serve

Enjoy pears fresh, cut, poached, baked, blended or sautéed

[Pear Pecan Pumpkin Oatmeal](#)

[Pumpkin Pear Bread](#)

[Pear Prosciutto & Brie Panini](#)

[Crockpot Soup With Pears & Squash](#)

[Spiced Pear Cookies With Eggnog Drizzle](#)

[Pear Mint Julep](#)

Mushrooms



Select

Select mushrooms that are firm with a fresh, smooth appearance. The surfaces of the mushroom should be dry, but not dried out, and appear plump. A closed veil under the mushroom cap indicates a delicate flavor, while an open veil and exposed gills mean a richer flavor.

[How To Select Mushrooms Video](#)

Store

Store mushrooms in original packaging or in a porous paper bag for prolonged shelf life. Some mushrooms may keep for up to one week in the refrigerator. Fresh mushrooms should never be frozen, but frozen sautéed mushrooms will keep for up to one month.

[How To Store Mushrooms Video](#)

Serve

Mushrooms are nature's hidden treasure: always in season and grown year-round. You can grill, roast, pickle, sauté, stuff, sear, and blend all varieties of mushrooms. Mushrooms' flavor intensifies when cooked, and its texture becomes tender, juicy and satisfyingly meaty.

[Spicy Ginger Mushroom Noodles](#)

[Crimini Mushroom Sun-Dried Tomato Gnocchi](#)

[Air-Fryer Chicken Fried Mushroom Steaks](#)

[Blended Asian Beef Bowl with Cucumber and Carrot Salad](#)

[Shrimp & Mushroom Salad](#)

[Blended Taco Pizza](#)

Walnuts



Select

Shelled Walnuts: Available in bags and in bulk bins in the produce section or snacking and baking aisles. Sold as halves, pieces, and chopped, shelled walnuts are available in supermarkets year-round.

In-Shell Walnuts: Available in bags and in bulk bins, typically in the produce section. Stock up in the fall and early winter months when they are most readily available.

Store

Cold Storage Equals Fresh Taste.

The best place to store your walnuts is in the refrigerator if you're planning to use them right away. If you are storing them for a month or longer, store them in the freezer.

Serve

California walnuts add flavor, texture and nutritious goodness to all your favorite meals and snacks. Enjoy them with your favorite fruits and vegetables in a wide variety of meals and snacks.

[Lemon Blue Cheese Fig Flowers](#)

[Roasted Delicata Squash With Walnut Crumble](#)

[Walnut 'Chorizo' & Goat Cheese Mini Pizza Bites](#)

[Popcorn Trail Mix With Blueberries, Walnuts, Seeds & Chocolate](#)

[Toasted Rosemary & Sea Salt Walnuts](#)

[Walnut & Fruit Energy Bites](#)

[Roasted Red Pepper & Walnut Hummus](#)

Leverage Trends To Make Seasonal Produce Feel New Again



BY ANNETTE MAGGI, MS, RDN, LD, FAND
PBH RETAIL SPECIALIST

As summer lazily meanders into fall, it feels like the bounty of vibrant, plump, and fresh-smelling fruits and vegetables are enough to entice shoppers to eat more. Corn grilled on the backyard barbecue, pear chutney as a side to pork tenderloin, fresh berries with a touch of whipped cream for dessert – just the suggestion makes our mouths water. But the ongoing challenge for retail dietitians is to make the annual bounty of seasonal produce feel new again to shoppers.

While fruits and veggies have their seasons, food and nutrition trends are continually evolving, creating opportunities to encourage shoppers to add one more fruit to the cart or one new vegetable side dish to dinner in new ways and with new messaging. Consider these ideas for tying trends to summer-into-fall produce for higher retail purchases and consumer consumption.

Forage The Grocery Store Campaign

The act of getting out in nature hunting for local greens and berries is increasingly popular. Classes are being offered. Restaurant pop-ups featuring foraged foods are all the rage. Two commonly discussed benefits are increasing the diversity of foods eaten and consuming fruits and vegetables grown locally. Turn this trend into a grocery store campaign by highlighting produce items that are locally sourced and suggesting new varieties of a fruit or veggie that consumers may not purchase as frequently, which drives towards increased consumption diversity. While the Mushroom Council indicates button mushrooms are the most common, for example, showcase recipes and demos on how to use lesser-known varieties like porcini, enoki, or shiitake.

Fermenting Summer Produce Classes

Virtual classes continue to perform well in driving shopper engagement and food purchases. Add a class or a series of sessions to your offerings this summer on a continuing consumer trend – fermenting. The class can feature ways to pickle favorites like cucumbers, green beans, and beets to use as holiday gifts later in the year or fermenting sauerkraut or kimchi for the probiotic

health benefits. A new twist could be a yogurt-making class. Take time at the end of each class to highlight products and brands in your store that carry the same benefits and remember to include food safety tips as a part of your session.



Produce-Spice Pairings

Subtle spices that build like harissa, warm spices like cardamon and nutmeg, culturally-fused seasonings such as gochujang – flavor exploration is spicing up the home kitchen in 2023. Work with your spice vendors to create perfect pairings with seasonal fruits and veggies to help your shoppers build new consumption habits and go beyond the basic additions. Consider chili lime spice on everything from oranges and watermelon to carrots and corn on-the-cob. Give Cowboy Caviar a Thai twist with thai chili flakes, crushed red pepper, fish sauce, and lime. Suggest savory spice options like rosemary, tarragon, and thyme with sweet fruits like pears. The options are only limited by your own creativity.

A New Kind Of BOGO

While buy-one-get-one offers are common in the retail space, we're suggesting a new kind of BOGO – buy-one-give-one for canned foods. Work with your merchants, canned fruit and veg suppliers, and philanthropic arm of your retailer to develop the campaign where for every canned fruit or vegetable purchased, your retailer will donate one to a local food pantry to stock their shelves for the fall months. Add recipes and tips created by your RD team and promote the offer through social and digital.

Dial Up The Delicious

Savor The Flavor Of Summer



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Summer offers so many peak season produce items that provide beautiful colors, alluring aromas, and fantastic flavors. Sometimes simplicity is best; eating a ripe, juicy peach out of hand can create a memorable food moment. But at other times, a few added ingredients and simple culinary techniques can turn an ordinary produce item into some extraordinary.

Here are some tips that can help people savor the flavor of summer.

Create Captivating Corn

Peak of season corn on the cob can be husked and steamed, but if you want to amplify the awesomeness of corn, try grilling it. Pull back but don't pull off the husks and drizzle with a melted butter mixed with chipotle powder (for added smoky flavors) or cayenne (for pleasing heat). Put the husks back in place and grill for 10 to 15 minutes to create corn with smoky, caramelized flavors that pair well with other grilled vegetables, chicken, or pork.

Make Melons More Memorable

Watermelon, cantaloupe, honeydew, and other melons are often perfectly sweet and juicy, but adding a squeeze of fresh lime juice brightens and balances the sweetness of the melon. You can take this a bit further and toss melon cubes with a light dressing made with lime juice, lime zest, ginger zest, honey, a pinch of salt, and a little extra virgin olive oil. The acidity of the lime and the heat of the ginger offer contrast to the melon's sweetness, enticing people to take bite after delicious bite.

Perfectly Pair Peaches

Peaches and their nectarine cousins love to be paired with creamy burrata, that luscious fresh mozzarella that is injected with cream. Adding a drizzle of balsamic vinegar adds just enough acid to balance the sweetness of the stone fruit and the richness of the cheese. This savory take on peaches and cream is a very luxurious way to start or finish a leisurely summer meal.



Make Burgers You Can't "Beet"

We know, we know. People either love or hate beets. This concept may change the minds of the haters. Imagine an oven-roasted beet that is then sliced into ½-inch slices, pan fried in a small amount of butter to create a thin crust, topped with a slice of Manchego cheese that just starts to melt, and served on a slider bun that's been buttered and pan-fried to create those crispy, craveable edges. This is the perfect plant-based burger to serve to vegetarians opting to avoid meat.

Toast To Tomatoes

Spanish tomato bread (pan con tomate) is a classic concept that pairs the best of summer tomatoes with day-old bread. Yes, the "day-old" is important; you want to use bread that has dried a bit and can stand up to some tomato juice. Grill or toast the bread, rub the bread with a garlic clove, and then rub with tomato. You can also chop up the tomato and top the bread with an ample amount of tomato, depending on your preference. Finishing with a pinch of salt and drizzle of olive oil balances the flavor of this simple, satisfying summer treat. Want to make it more of a meal? Add a few slices of fresh mozzarella to each piece, or make it Italian and add some fresh basil leaves, too.

The Allure of Umami

Tantalize your tastebuds with the deep, sensational **umami** flavor mushrooms bring to any dish, creating a harmonious balance of savory flavors and full-bodied taste in every bite. Find mouth-watering recipes and explore the sustainable power and nutrition of mushrooms at MushroomCouncil.com.



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Pear, Bavarian Blue Cheese, Radicchio & Fennel Pizzettes

INGREDIENTS

- 16 ounces fresh pizza dough
- All-purpose flour, to prep work surface
- 3 tablespoons extra virgin olive oil
- 1 small head radicchio, damaged outer leaves removed, halved, small core removed, thinly sliced
- ½ large onion, thinly sliced
- 1 large fennel bulb, fronds and stems removed, quartered and woody center removed, thinly sliced
- ½ teaspoon kosher salt
- ½ teaspoon granulated sugar
- Canola oil spray, to prep grill
- 2 tablespoons canola oil, to brush dough
- 4 ounces Bavaria Bleu cheese (bleu and brie blend), roughly chopped
- 3 Stemilt pears, quartered, cored, stem removed, thinly sliced
- Fresh ground black pepper
- 2 cups fresh arugula, loosely packed

INSTRUCTIONS

1. 30 to 45 minutes prior to beginning: Remove pizza dough from fridge. Place on lightly floured work surface, cut into quarters; shape each quarter into a rough ball and let set to come to room temp.
2. Meanwhile, heat olive oil in a large skillet over medium heat. Add onion and fennel to skillet; cook, stirring intermittently, until onion is translucent and slightly golden; about 10 to 12 minutes.
3. Add radicchio, salt and sugar to onion mixture; stir well to combine, cooking for another 3 to 4 minutes. Set aside.
4. Beginning shaping pizzettes: Working one quarter of dough at a time, pinch dough into a flat circle/round shape using tips of fingers, rotating dough as you work and allowing opposite end of where you are holding dough to hang down (letting gravity assist you in creating shape). Continue pinching and rotating dough until it stretches to an approximate 7-inch round. (Place round over a closed fist, using other hand to pull edges and shape to help thin center of dough, if needed.)
5. Once each quarter of dough is shaped to size, spray large rectangular cast iron grill generously with canola oil spray and heat grill on stovetop over medium high heat.
6. Working with two pizzettes at a time, brush tops lightly with canola oil and place each on grill, oil-side down; then brush up-facing sides with canola oil. Cook until bottoms begin to brown, about 4 to 6 minutes; then turn over.
7. Then dot each pizzette with ¼ portion of the bleu cheese; top with approximately 1 ½ cups of onion mixture; then arrange 6 to 8 slices of pear on top of onion mixture.
8. Continue cooking pizzettes, until cheese softens (it will continue to melt once pulled off heat); for approximately another 3 to 5 minutes; then transfer to serving platter.
9. Prep and cook 2 remaining pizzettes in same fashion. When done, transfer final 2 pizzettes to serving platter; season each pizzette with freshly ground pepper and top each with approximately ½ cup fresh arugula. Serve immediately.

A close-up photograph of several grilled portabella mushroom gyros served in pita bread. The gyros are filled with grilled mushrooms, sliced tomatoes, green lettuce, and a white yogurt dill sauce. The dish is presented on a dark wooden cutting board, garnished with fresh green herbs and a slice of lemon.

Grilled Portabella Gyros With Yogurt Dill Sauce

INGREDIENTS

- 4 portabella mushrooms
- 2 yellow bell peppers, sliced
- 1 tablespoon extra-virgin olive oil
- ½ teaspoon dried oregano
- ¼ teaspoon smoked paprika
- 4 pita breads or naan
- 2 tomatoes, thinly sliced
- ½ red onion, thinly sliced
- ½ head green lettuce
- Crumbled feta cheese, optional

For the Yogurt Dill Sauce:

- 1 English cucumber, grated
- 1 cup whole milk Greek yogurt
- ½ cup sour cream
- 2 tablespoons extra-virgin olive oil
- Juice from ½ small lemon
- 2 cloves garlic, minced
- 1 teaspoon salt
- 1 tablespoon minced fresh dill

INSTRUCTIONS

1. Remove the stems from the mushrooms and brush caps with a wet towel. Carefully scrape out the gills with a spoon. Slice mushroom into ¼-inch pieces and place in a medium bowl along with the olive oil, oregano and smoked paprika.
2. Preheat an indoor grill pan over medium-high heat. Add mushrooms and peppers and grill, tossing occasionally, until tender, 5-7 minutes.
3. To make the Yogurt Dill Sauce, squeeze the grated cucumber in a clean towel to remove excess liquid. Add to a large bowl with yogurt, sour cream, olive oil, lemon, garlic, salt and dill. Stir to combine.
4. To serve, place mushrooms and peppers in the middle of the pita bread. Top with tomatoes, onion, lettuce, feta (optional), and a big dollop of yogurt sauce.

* Check the mushroom package label to see if the mushrooms have been exposed to UV light for maximum vitamin D – up to 120% DV.¹

1. U.S. Department of Agriculture, Agricultural Research Service. FoodData Central, 2019. fdc.nal.usda.gov.



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